

FloodSmart Overview

The National Flood Insurance Program (NFIP) marketing campaign, FloodSmart, targets homeowners, renters and business owners who are prospective, current or former flood insurance policyholders. Through TV spots, direct mail, public relations efforts, print ads and the FloodSmart.gov website, the FloodSmart marketing campaign informs the public about flood risks, combats misconceptions and connects consumers to agents to drive flood insurance purchase.

Floodplain managers and other state and community officials are also on the frontline of helping residents and business owners understand their flood risk. To support that effort, FloodSmart provides an array of tools and resources to help them better explain the community's flood risks and recommend actions, including flood insurance, to reduce the devastating consequences of flooding.

FloodSmart.gov

FloodSmart.gov is the Federal Emergency Management Agency's (FEMA's) premier website for the public to visit to learn more about their flood risk, flood insurance and steps they need to take to help reduce that risk. Communities are strongly encouraged to provide a link on their websites to and utilize any and all material on FloodSmart.gov. The following are tools and resources ready for use.

Testimonials

FloodSmart video testimonials provide compelling, first-hand accounts of the consequences of flooding. These testimonials give real life accounts of floods that occurred in different parts of the nation from a number of sources, including coastal storms and levee failures. They include home and business owners who did and did *not* have flood insurance. The testimonials are on FloodSmart.gov and can easily be linked to. They also can be shared and posted on to a community website to help local citizens better understand the consequences of flooding and importance of flood insurance as a way to speed recovery. The testimonials can be viewed at

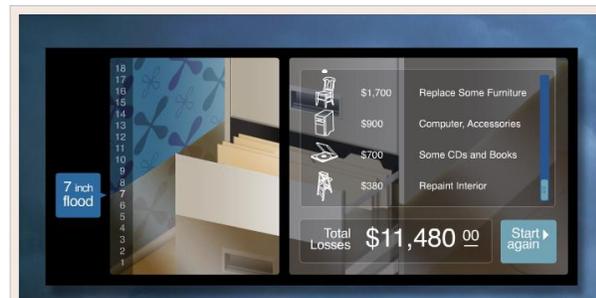
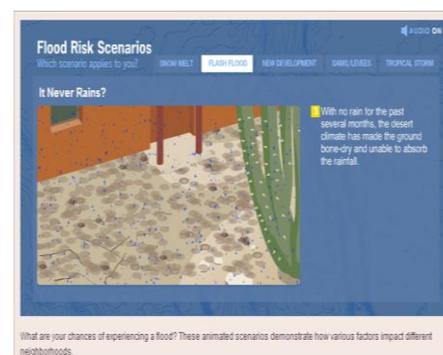
www.FloodSmart.gov/testimonials.



Shareable Tools

FloodSmart.gov also has several tools that can easily be downloaded and shared or posted on community websites for local use. These tools help bring the flood story to life for residents and business owners so they better understand their level of risk. Shareable tools include:

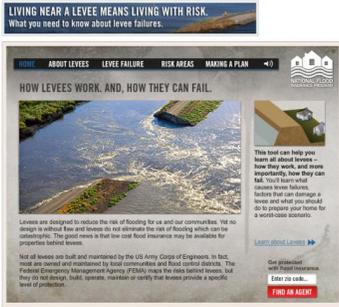
- Flood Risk Scenarios (www.FloodSmart.gov/scenarios) – This online tool illustrates common causes of flooding through an interactive educational application. Users can click on a scenario and to see just how and why it would flood in that instance.
- Cost of Flooding (www.FloodSmart.gov/cost) – This online tool lets visitors choose how deep the flood waters would be in their house. It then itemizes what could be damaged and what the final cost might be. It is an excellent tool to illustrate the financial consequences of a flood.



FEMA National Flood Insurance Program FloodSmart Tools and Resources For Floodplain Managers



- Widgets – During the year, FloodSmart creates and updates widgets as an interactive way to educate individuals about the risks of flooding and direct them to where they can learn more. Widgets have been created for a variety of seasons and flood causes, including winter flooding and hurricane season. These and other FEMA widgets and can be easily downloaded from FEMA's widget page: www.fema.gov/widgets.



- Levee Simulator (www.FloodSmart.gov/simulator) – This online educational tool helps explain how levees work and how they can fail. Using illustrated scenarios, it discusses what causes levee failures and what property owners should do to prepare.



Toolkits

FloodSmart has developed a series of toolkits that community officials can use to promote flood insurance, to assist in communicating the changes in flood risk due to map changes and to address levee issues. The mapping and levee toolkits contain templated outreach material and letters designed for communities to customize and use in local outreach. There is also a Spanish language toolkit for communities with Spanish-speaking populations. These toolkits are available for immediate use at www.FloodSmart.gov/toolkits/.



Start Using These Now

The risk for flooding is real, and floodplain managers as well as other community and state officials are important resources in helping local citizens to better understand the risks and steps that can be taken to address them. These tools and resources can help you do just that. Don't wait— start using them today. For more information about these tools, contact us at info@femafloodsmart.com.